

Iowa WIC Vendor Newsletter

Volume 17 Issue 4 January 2016

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Iowa WIC Toll-Free In-State
800-532-1579

Iowa WIC Direct Number
515-281-6650



Happy New Year !

Thank you for Supporting the Iowa WIC Program in 2015 !

The Program is looking forward to the challenges and opportunities that will be presented in 2016. Just to name a few of the 2016 Challenges and opportunities:

- Statewide Implementation of eWIC — Rollouts start in February and will be completed by August 2016
- Level 3 Vendor Certification — testing of eWIC at store level will be conducted as eWIC is implemented.
- Updating and Maintaining UPC/PLU files — An ongoing process, we will need your help and understanding during implementation.

Preparing for eWIC

Stores must include their Point of Sale (POS) providers in preparation for eWIC. A Store's POS providers will have information needed to prepare your front-end (FE) systems for eWIC.

During the eWIC implementation process a representative from CDP/FIS will be working with your store to set up your FE system for eWIC.

CDP/FIS Contact Persons for eWIC Technical Questions

- | | | |
|---|--|----------------------|
| ♦ Jim Chilcoat | Jim.Chilcoat@cdpehs.com | 502-695-1999 |
| Retail Relationship Manager CDP | | Integrated Systems |
| ♦ Steven Jeantet | Steven.Jeantet@cdpehs.com | 405.496.9192 |
| Deputy Project Manager CDP | | Integrated Systems |
| ♦ Gail Lumsden | Gail.Lumsden@fisglobal.com | 414-815-1410 |
| Senior Program Manager Government Solutions (FIS) | | Stand Beside Systems |

State Contact for WIC Food and Participant Questions

Questions regarding WIC 2015-2018 Approved Foods (APL), Not to Exceed Values (NTE) and participant/check issues should be directed to the Iowa WIC Program.

- State WIC Office Vendor Section **515-281-6650 (In-State Toll-Free 800-532-1579)**

**** Questions regarding cash register/front-end (FE) equipment should be discussed with the store's POS (Point of Sale) provider or the store's corporate office.**

Preparing for eWIC:

- Contact your Point of Sale (POS) provider—POS provider must be involved.
- Review with your POS provider the capabilities of your cash register (FE) system. Will you need to upgrade your FE system to accept eWIC?
- Your POS provider should have your store system updated and ready to accept eWIC approximately 2-weeks prior to the date your local WIC agency is converted. CDP/FIS contacts are listed on the preceeding page.

Electronic Benefit Transfer Definitions/Abbreviations

Terms used when discussing State WIC Program

- o **eWIC** Iowa Electronic WIC Benefits
- o **FNS** Food and Nutrition Services
- o **USDA** United States Department of Agriculture
- o **WIC** Supplemental Nutrition Program for Women, Infants and Children



Terms currently being used when discussing WIC paper checks

- o **ACH** Automated Clearing House, a central financial agency for settling, collection, classification distribution of fund transfers electronically
- o **Check-21** Imaged check document—once check reaches a financial institution that can create an electronic image of a check, the document becomes an electronic document.
- o **CVV or CVB** Cash Value Voucher (Checks) OR Cash Value Benefit in eWIC
- o **EBT** Electronic Benefit Transfer, an electronic system under which a program recipient authorizes transfer of government benefits from a government account to a retail account in payment for authorized products.
- o **APL** Approved Product List — also know as Approved Food List
- o **NTE** Not To Exceed value—allowable maximum dollar value assigned to each WIC product
- o **POS** Point of Sale (Front-end systems/cash registers)

Terms used when discussing eWIC

- o **IFPS** International Federation of Produce Standards-organization responsible for rules and standards for the assignment and maintenance of fruit and vegetable PLU's.
- o **On-Line Processing** Also known as MAG card processing. Participant's benefits are stored on a remote host system. Iowa eWIC is an on-line system..
- o **PIN** Personal Identification Number— the participant is required to enter this code to activate eWIC at the store and also to receive WIC benefits during their clinic visit.
- o **PLU** Product Look-Up code used by eWIC to identify fresh fruits and vegetables.
- o **TPP** Third-party processor A company. other than that with which the State has contracted, that drives and maintains retailer POS terminals, authorizes and processes transactions, and settles retailer account.
- o **UPC** Universal Product Code. A specific barcode symbology assigned to products that is widely used in North America, the United Kingdom, Australia, and New Zealand for tracking items at retail level. The most common form, the UPC-A, consists of 12 numerical digits, which are uniquely assigned to each item. An Example: 0-12345-54321-8 The **first digit is the type** of UPC, The **second series of numbers (5)** indicates the maker of the product. The **third series of numbers (5)** corresponds to a specific product and is issued by the manufacturer of the product. The **last number is the check digit**— this digit is used to check the integrity of the other digits in the number.

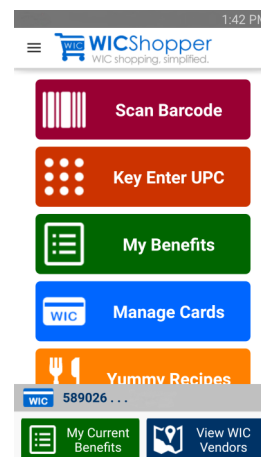
WIC Participant Access to Benefit Balance

Moving to eWIC brings many benefits, but participants must find new ways to know their remaining WIC benefit balance. Although this is not the responsibility of the WIC vendor community, we understand the potential for issues in the checkout lane when participants do not know what they can buy with their eWIC card. The Iowa WIC Program has been committed to offering participants solutions to this challenge. WICShopper is now available to WIC participants using eWIC payment. WICShopper is a mobile phone application that participants can take with them when they do their grocery shopping. Participants use the application to scan the UPC of a product on the shelf to see if the product is a WIC approved item. The application determines whether an item is WIC approved by checking the Iowa WIC Approved Product List (APL) to see if the UPC is listed. This is the same APL file that WIC vendor point of sale systems will use in the checkout lane once eWIC is implemented.

As eWIC is implemented across the State, the WICShopper application will be able to access the eWIC system to see what benefits are available for use in the participant's eWIC account. Participants will be able to see their benefit balance. When the participant scans the UPC of a WIC eligible item the application will also identify if they can purchase the item with their available WIC benefits. This feature is not available for participants using WIC checks because the application only has access to the eWIC account. See how the application works at <http://www.ebtshopper.com>.

Some WIC participants may not be able to use a mobile phone application, but may be able to use other options available to all WIC participants using the Iowa eWIC card. All participants will have access to their eWIC account through a web portal using any device with internet access and a web browser. The last option is for participants to use the initial "shopping list" provided in clinic to manually keep track of their benefits by marking off benefits redeemed on the list.

In providing options for participants to check their eWIC benefit balance using WICShopper, the participant eWIC portal, or the shopping list will reduce confusion and issues in the store.



PLU/UPC Update

- Retailer Specific Codes will not be in the WIC APL file.
- Retailer Reserved (UPC 4 and UPC 9) codes will not be in the WIC APL file
- Retailer "BRANDED" products are allowed as long as they are encoded with the retailers' manufacturer number following UPCA labeling rules.
- Retailer created PLU Codes are NOT in the APL file and will not be maintained
- **ONLY International Federation For Produce Standards (IFPS)** PLU's will be maintained in the APL file. A listing of IFPS codes may be found at: info@plucodes.com

Thanks for the memories.

January 8, 2016 Don Gourley, WIC Retail Vendor Coordinator retired from the Iowa Department of Public Health, WIC Program. Until the time a person has been named to the position of Vendor Coordinator, please contact Jill Lange, Iowa WIC Director at 515-281-7095 OR Jill.Lange@idph.iowa.gov

Thanks for the memories. I have enjoyed working with the retailers in Iowa and appreciate your cooperation over the past 15 years.. Take Care. Don

Iowa Department of Public Health
Attn: Iowa WIC Program
Lucas State Office Building
321 East 12th Street
Des Moines, Iowa 50319-0075

**Attn: Store Management and Store Associates
January 2016 WIC Newsletter Vol 17 Issue 4**



Iowa Program Vendor Contacts

WIC Program Director — Jill Lange	515-281-7095	
WIC Vendor Representative—Ken Kane	515-281-3929	kenneth.kane@idph.iowa.gov
WIC Vendor Nutritionist—Nicole Newman	515-281-4545	nicole.newman@idph.state.gov
WIC Bureau Secretary—Sherry Smith	515-281-6650	sherry.smith@idph.state.gov

In-State Toll Free #: 800-532-1579

State WIC FAX#: 515-281-4913

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- (1) Mail: U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410;
- (2) Fax: (202) 690-7442; or Email: program.intake@usda.gov.

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